

# American Counseling Association



## AMERICAN COUNSELING ASSOCIATION

53867	Active US Members	\$140/M
22,511	State Registered or Licensed Counselors	\$75/M

The American Counseling Association (ACA) is a membership organization of professionals in all areas of public and private counseling, education and related services. Founded in 1952, ACA is an established association dedicated to developing public confidence and trust in the counseling profession. ACA provides career networking and public policy advocacy for its members.

Members are counseling professionals in many work settings, including schools, community agencies, rehabilitation, substance abuse, hospitals, as well as business. Positions indicative of the professionals included in membership: Supervision, Counselors, Educators, Administration, Student Affairs, and Research/Evaluation. These counseling professionals stay connected and informed on workplace issues through its publications, *Counseling Today* and the *Journal of Counseling and Development*.

**Average Unit of Sale:** \$100/year (Membership)

**Address Type:** 22% Business 78% Home

**Source:** 100% Direct Mail Generated

**Demographic Information:**

- Male 21 %
- Female 66 %
- Avg Income \$40,000

**If this list interests you, we also manage:**

National Board for Certified Counselors  
 NAADAC  
 American Group Psychotherapy Association

MGI believes the data contained within this list to be correct, but cannot guarantee the outcome of any mailing. In no event will MGI's liability exceed the cost of the list.

**Selections Available:**

State, SCF	\$10/M
Key Code	\$5/M
Gender	\$20/M
Position	\$20/M
Work Setting	\$20/M
Specialty	\$20/M
Education	\$20/M
Nth Select	N/C

**Delivery Format:**

Pressure Sensitive Labels	\$35/M
By E-mail with NCOA	\$85

<b>File Update:</b>	Quarterly
<b>Last Update:</b>	2/10

**TERMS AND CONDITIONS:**

- Minimum order: \$350
- List rental for one-time use only
- Sample mailing piece required
- 48 hrs turnaround time once sample is approved by list owner
- Standard 20% commission to recognized brokers
- First time customers must prepay
- For rush orders less than 5 days, add \$50
- Orders cancelled before mail date, \$50 plus applicable running charges
- Full payment is required for orders cancelled after mail date

**DELIVERABILITY GUARANTEE:**

The list owner guarantees 100% address deliverability on this list. A refund of 35 cents per piece of undeliverable mail will be issued by MGI to the mailer upon the list owner's confirmation of the undeliverable addresses. MGI must receive the undeliverable addresses from the use of this list within 90 days of invoice date for the mailer to qualify for this refund.



**1-800-899-4420 ext 383**  
 Fax: 703-549-0697  
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 email: [cbrecht@MGILists.com](mailto:cbrecht@MGILists.com)  
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## SPECIALIZED LISTS – ACA

<u>Specialty Areas</u>	<u>Counts</u>
Assessment (AAC).....	696
Adult Dev. and Aging (AADA).....	735
Creativity in Counseling (ACC).....	1,422
College Counseling (ACCA).....	2,156
Counselors and Educ. in Govt (ACEG).....	333
Counselor Educ. & Supervision (ACES).....	2,995
Multicultural Counseling & Dev (AMCD).....	1,603
Rehabilitation Counseling (ARCA).....	1,044
Spiritual, Ethical, and Religious (ASERV).....	1,760
Group Work (ASGW).....	1,217
Humanistic Educ. & Dev. (CAHEA).....	437
Addictions/Offender Counseling (IAAOC).....	1,151
Marriage & Family Counseling (IAMFC).....	2,100
Career Development (NCDA).....	1,589
Employment Counseling (NECA).....	480

<u>Work Setting</u>	<u>Counts</u>
Elementary School (1).....	878
Middle / Jr. High School (2).....	517
Secondary / Senior High School (3).....	875
Jr. / Community College (4).....	459
College / University (5).....	2,979
School District Office (6).....	72
Rehab. Program / Agency (7).....	623
Association / Foundation (8).....	103
Parochial / Proprietary Institution (9).....	62
Career Dev Program/Center (10).....	91
Government (11).....	461
Self Employed.....	49
Correctional Facility (14).....	151
Private Couns Center / Practice (15).....	5,191
Community Agency (16).....	2,038
Business / Industry (17).....	336
Vocational / Technical School (22).....	37
Military Installation (23).....	66
Pastoral/Religious.....	210

<u>Gender</u>	<u>Counts</u>
Male.....	11,427
Female.....	35,568

<u>Position</u>	<u>Counts</u>
Counselor (1).....	9,769
Counselor Supervisor (2).....	656
Counselor Educator (3).....	1,592
Administrator (4).....	749
College Student Affairs Splst (5).....	150
Res Eval Measurement Splst (6).....	75
Paraprofessional (7).....	42
Other (8).....	1,321
Student (9).....	1,888

<u>Education Level</u>	<u>Counts</u>
Doctorate (1).....	3,362
Education Specialist (2).....	516
Master's (3).....	10,823
Bachelor's (4).....	765
Associates/Certificate (5).....	33
Other (6).....	79

<u>Salary Level</u>	<u>Counts</u>
9,999 or less (1).....	1,083
10,000-19,999 (2).....	1,014
20,000-29,999 (3).....	1,831
30,000-39,999 (4).....	2,784
40,000-49,999(5).....	2,455
50,000-59,999 (6).....	1,906
60,000-79,999 (7).....	1,558
80,000+ more (8).....	1,140

**Active.....	53,038
Lapsed (12 Months).....	828